

ORDER



KSNV

Orders	Order / Rev:	107890
	Alt Order #:	06863898
	Product Desc:	D.TARKANIAN FOR CONG
	Estimate:	
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Sandler-Innocenzi, Inc.
	Buying Contact:	
	Billing Contact:	
		705 Prince St.
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Tarkanian for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	42	\$27,525.00	\$23,396.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	42	\$27,525.00	\$23,396.25	0.00
Totals	42	\$27,525.00	\$23,396.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	25%	\$27,525.00
Market	100%	\$110,100.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$30,828.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$27,525.00
KTUD	1%	\$1,101.00
KVVU	18%	\$19,818.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,303.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/19/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	- TWTF - -	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		4		\$725.00		0.00					

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Advertiser: Tarkanian for Congress
 Product Desc: D.TARKANIAN FOR CONG
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	- TWTF - -	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		4			\$725.00			0.00			
3	KSNV	10/16/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	- TWTF - -	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		2			\$1,200.00			0.00			
5	KSNV	10/16/12	10/19/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	- - WTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
	RALSTON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - WTF - -		4			\$900.00			0.00			
7	KSNV	10/16/12	10/19/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF - -	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		2			\$1,200.00			0.00			
9	KSNV	10/20/12	10/21/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	- - - - - SS	:30	1	\$675.00	1	0.00	NM	1	\$675.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - SS		1			\$675.00			0.00			
10	KSNV	10/20/12	10/20/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	- - - - - S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
	VEGAS INC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1			\$225.00			0.00			
11	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	- - - - - SS	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - SS		1			\$1,100.00			0.00			
12	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	- - - - - S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1			\$350.00			0.00			
13	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	- - - - - S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
	SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1			\$625.00			0.00			
14	KSNV	10/20/12	10/20/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	- - - - - S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1			\$500.00			0.00			
15	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	- - - - - S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S		1			\$350.00			0.00			
16	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	- - - - - S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
	SUN TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S		1			\$750.00			0.00			
17	KSNV	10/16/12	10/19/12		CM	630-7pm	- - WTF - -	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--WTF--	2		\$1,300.00		0.00						
18	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$200.00		0.00						
19	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagner	CM	430a-5a	-TWT---	:30	4	\$100.00	2	0.00	NM	4	\$400.00
				Wake Up Early Wagners											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWT---	4		\$100.00		0.00						
21	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				M-F 5-6a WakeUp w/Wagners											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	2		\$450.00		0.00						
23	KSNV	10/16/12	10/19/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
				M-F 6-7a WakeUp w/Wagners											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	4		\$700.00		0.00						
25	KSNV	10/16/12	10/19/12	Today Show	CM	658a-9am	-TWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	3		\$900.00		0.00						
27	KSNV	10/16/12	10/19/12	Rachael Ray	CM	11am-12pm	-TWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	1		\$325.00		0.00						
29	KSNV	10/16/12	10/19/12	Noon News	CM	12-1230pm	-TWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	1		\$425.00		0.00						
31	KSNV	10/16/12	10/19/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
				The Agenda 1230pm											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	4		\$325.00		0.00						
													Totals	42	\$27,525.00